

IN THE U.S. PATENT AND TRADEMARK OFFICE

Application No.	: 10/085,145	Confirmation No.	: 1254
Applicant	: Meiser, et al.		
Filed	: February 27, 2002		
TC/A.U.	: 3629		
Examiner	: Nguyen, Tan d.		
Docket No.	: BOC9-2001-0041(286)		
For	METHOD AND SYSTEM FOR DYNAMICALLY MODIFYING AN ELECTRONIC CAMPAIGN BASED ON NETWORK ACTIVITY		

DECLARATION UNDER 37 C.F.R. § 1.131

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Sir:

I, Cynthia A. O'Shea, a citizen of the United States, residing in Southlake, Texas, hereby declare and state as follows:

1. I was employed by International Business Machines Corporation (IBM) of Armonk, New York, at the time the above-identified application was conceived. I make this declaration in support the above-identified application.

2. IBM invests substantial time and effort into the research, development, and marketing of their products, and in an effort to protect its rights in all new inventions, IBM requests that all employees prepare and submit confidential Invention Disclosure Forms upon conception by the inventor(s).

3. As a named co-inventor for this invention, I and my co-inventor prepared and submitted the attached Invention Disclosure No. BOC8-2001-0036 pursuant to the IBM guidelines.

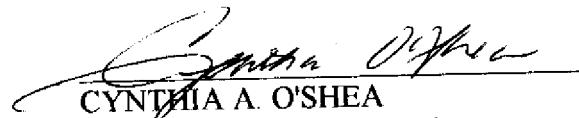
4. IBM Confidential Invention Disclosure BOC8-2001-0036 was originally submitted for consideration to an IBM Attorney/Patent Professional for preparation of a patent application on October 5, 2000, and was insubstantially modified on May 3, 2001. The content of the disclosure has not been subsequently modified. The disclosure represents a fully conceived and workable invention as written. I reviewed the claims of the above-mentioned patent application prior to submission of the application to assure the claimed invention was fully

supported by the disclosure in light of the invention disclosure and art known at the time of the disclosure.

5. Following the submission of Invention Disclosure No. BOC8-2001-0036, I diligently worked with IBM Attorney/Patent Professionals and outside counsel to prepare and file the above-mentioned patent application. During the period from at least as early as October 5, 2000, to the filing of the above-identified application on February 27, 2002, I reviewed various documents and provided input needed for preparing the application, including reviewing and providing comments on drafts of the application prepared by outside counsel.

6. I make this Declaration to establish that my co-inventor and I conceived of the present invention at least as early as October 5, 2000, and exercised due diligence from that date to the filing date of the above-identified patent application.

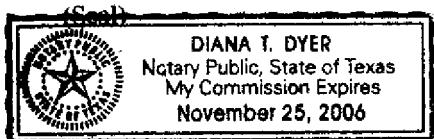
7. I further declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both under Section 1001 of Title 18 of the United States Code, and that such willful, false statements may jeopardize the validity of the above-identified patent application or any patent issuing thereon.



CYNTHIA A. O'SHEA  
Date: 8/11/06

STATE OF TEXAS )  
COUNTY OF Tarrant )  
                        ) ss:  
                        )

The foregoing instrument was sworn to and subscribed before me this 11<sup>th</sup> day of August, 2006 by Cynthia A. O'Shea, who is personally known to me or who has produced IBM Badge (type of identification) as identification.



*Diana T. Dyer*  
NOTARY PUBLIC, STATE OF FLORIDA, TEXAS  
11/25/2006  
(Print, Type or Stamp Commissioned Name of Notary Public)